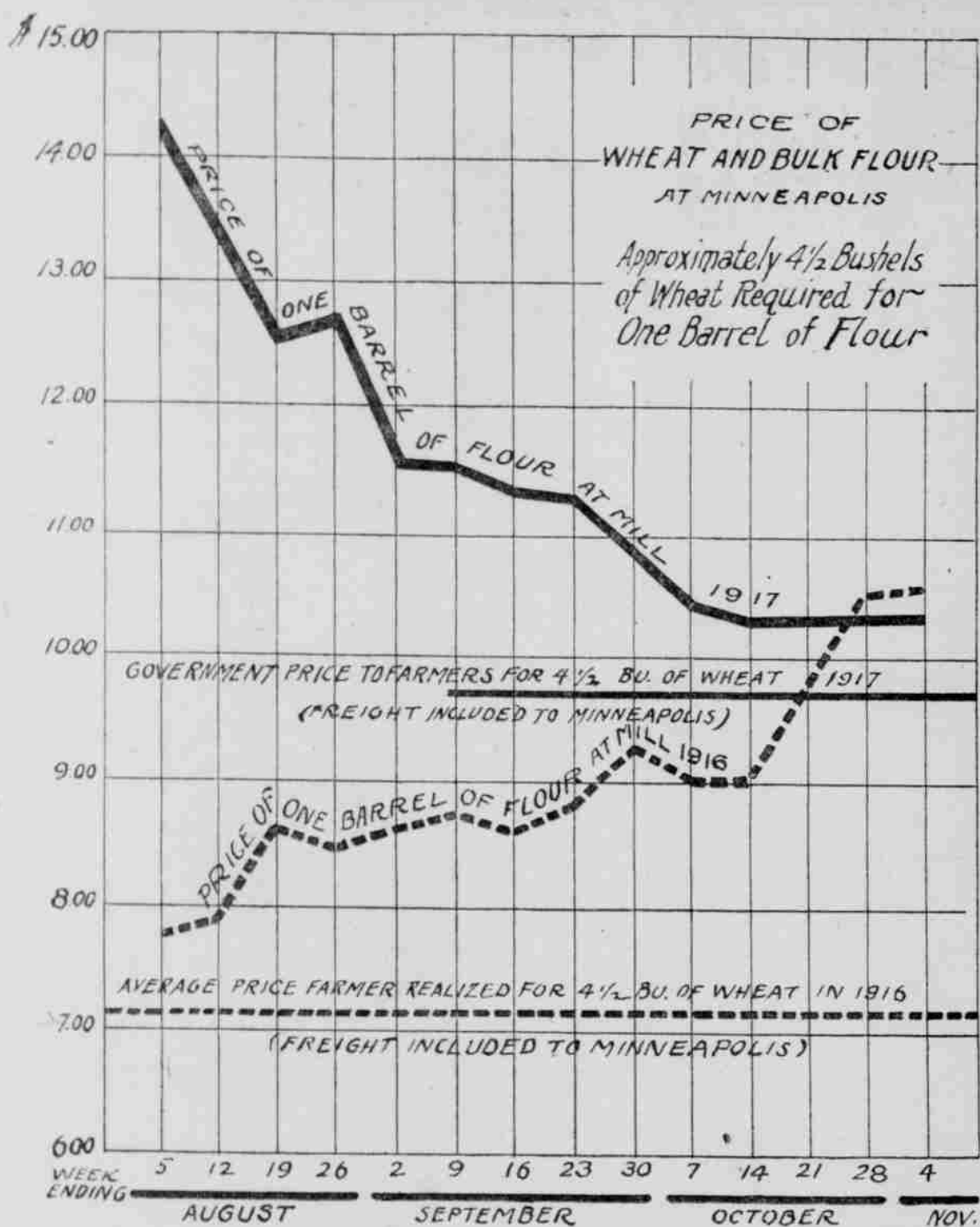


FLOUR CHART SHOWS RESULTS ALREADY SECURED BY FOOD ADMINISTRATION IN FIGHT FOR PEOPLE



The food administration furnishes the above chart showing the course of the price of flour since the inauguration of the administration and also showing the price received by the farmer for 4 1/2 bushels of wheat plus the freight to the mills. Minneapolis has been taken as a representative milling center although the charts of the other milling centers show practically the same result. Approximately 4 1/2 bushels of wheat are required to make one barrel of flour. The reports of the department of agriculture show that the farmer received for the 1916 harvest between \$1.45 and \$1.50 per bushel for the harvest, taking the

by and large. Therefore with the freight charges included from the wheat-raising section to Minneapolis the realization of the farmer and the necessary freight would amount to slightly over \$2.00 for 4 1/2 bushels of wheat from the 1916 harvest. It is true that the price of 1916 harvest wheat rose steadily during the year but the farmer had, in bulk, parted with his wheat before the large prices were received.

The government fair price of wheat established early in September, for 1917 harvest together with the freight charges to Minneapolis amount to roughly \$2.50 for 4 1/2 bushels of wheat.

This price of bulk flour at the Minneapolis mill of about \$10.25 per barrel shows that the miller is now receiving about 75c a barrel which must include both his operating expenses and profit.

It is interesting to note the rapidity with which the price of flour descended to the stabilized position established for wheat and the regularity with which the two prices now progress. The stabilization of wheat, consequently of flour at the mill, has enabled the stabilization of the wholesale business in flour and already the result has been reflected in the price of bread where the cash stores have adopted the standard loaf and are now selling it in many cities from six to seven cents for a full one-pound loaf.

It is also of interest to note that the farmer is today receiving over 40 per cent of the price of the loaf, this being the result of stabilization of prices and the total elimination of hoarding and speculation in this industry.

Opening Announcement

PHOENIX' NEW EXCLUSIVE COFFEE STORE
Open for Your Approval

Saturday, December 15
FREE! FREE!

Coffee will be served FREE to all Saturday and all the following week.
Everybody Invited

Don't forget the date and location—121 North First Avenue, with California Fish & Poultry Market, where the big Roasting Machine is in the window.

COFFEE FACTS

Best Coffee - 30c
Good Coffee - 25c

Do you know that half the cost of coffee is expense and profit? Did you ever stop to think how much a tin can cost, then the retailer's profit, the green coffee man, then solicitors, delivery, and worst of all, PREMIUMS?

Do you know you have located here in this city one of the 40 Roasting Stations of the Great Pacific Coffee Stores Co., who sell from grower to consumer.

Guaranteed to please as well as any 35c, 40c or 45c, or money back.

ROASTED BEFORE YOUR EYES DAILY

Reason a little and see how easy it is to save a lot of money.

Try It Once

It is the biggest saving on any staple item possible. You would be ashamed of paying 40c or 45c for a pound of coffee if you knew the cost. The Pacific Coffee Stores are their own jobbers, and sell to no one but their own stores. Only two blends of Coffee—

Good and Best

Always the same. The head of this firm has been a coffee tester for 20 years—WATER ONLY TO CONSUMERS.

A million people buy this Coffee. Two New York papers devote a page each to this idea and to this firm.

Be fair to yourself and try this.

Pacific Coffee Stores Co.
RELIABLE COFFEE MERCHANTS

121 North First Ave.

Phoenix, Ariz.

FATE'S VICTIM IS UNDISMAYED

The "Man Who Laughs at Fate" will deliver a lecture at the high school auditorium tonight, beginning at 7:30 o'clock. He is N. C. Hanks of a world which he can neither see nor touch. He is blind and without hands, but that does not keep him from laughing and talking of optimism which will be the subject of his lecture. He can say with Henry:

"Beneath the bludgeonings of fate My head is bloody, but unbowed." Mr. Hanks was deprived of his eyesight and his hands in a mining accident in Utah several years ago. This was a handicap that to the average man, to ninety-nine men of a hundred, would have been fatal. But perhaps it was the beginning of Mr. Hanks. It spurred him to the exercise of faculties which probably would otherwise not have been employed. Thousands have enjoyed entertainment and instruction from him, and no doubt many a poor, stricken soul has been given encouragement.

The following is the repertoire of Mr. Hanks:

Lectures—From the Cradle to the Grave—Incidents of Life, Shakespeare's "Seven Ages."

The Inevitable Call, or Out of the Depths—Autobiographical and clippings from "Hamlet."

The Whisperings of the Ages—Historical clippings from "On the Bridge at Midnight," "Each in His Own Tongue," Kipling's "Recessional."

The Prayer of Solomon—The lack of wisdom, or the things we don't understand. Clippings. Self-dependence. The 23rd Psalm.

The Devil's Funeral Sermon—The death of superstition and its burial. Partial list of 20 readings: Thana-topsis, Light from Over the Range, Death Scene of Benedict Arnold, The Escaped Convict, The Song of the Winter Winds, Burial of Moses, The Holy City, Why We are Here, So-erates Snooks, Auntie's Visit, Jim, Nothin' to Say, Frost is on the Punkin, Bells of Shandon, O, My Father.

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Wolf's Pre-Holiday Sale

—An event that features NEW Suits, NEW Overcoats, NEW Shirts, NEW Underwear and NEW everything else at the lowest price ever quoted on the very eve of Christmas.

Begins Saturday Morning, Dec. 15
and will last until Christmas Eve at 10 p. m.

—Mind you, this is not a sale of odds and ends, but a sale that greatly reduces the price of every article in stock with the sole exception of "Arrow" brand collars, which contract forbids to sell for less.

We Need the Money

—That's the only reason why we hold this sale. We need it in order to pay our bills which become due by January first. By helping us, you will help yourself. Will you come?

20% DISCOUNT ON ENTIRE STOCK OF HOLIDAY GOODS SUCH AS HANDKERCHIEFS, COLLAR BAGS, FANCY SUSPENDERS AND JEWELRY

Regular \$20 and \$22⁵⁰ Suits at \$14.45

If you are a man and know suit values and suit style, you will recognize in this collection suits at the bare price of the cloth alone

An even 50 of them—all new—men's and young men's models—pinch and belted backs, double-breasted and standard styles

Suits of Woolen Mixtures, Cheviots, Cassimeres, Pin Checks, Worsteds, Blue and Gray Serges, Beginning Sat.

\$14.45

25% Discount on Balance of Stock

\$20 and \$25 Overcoats at \$14.95

This means every overcoat, none excepted, for men and young men; medium and full length models, belted backs, beautiful materials in choice colorings, on sale now at **\$14.95**

\$5.00 and \$6.00 Trousers at \$3.45

—Men's trousers that must be seen to be appreciated; styles are new, patterns correct; a big selection of cassimeres to choose from, beginning Saturday at **\$3.45**

20% Discount on Balance of Stock

\$11 and \$12 Mackinaws at \$7.75

—The choice of the house, in solid tan and plaids; every size you want, on sale now at **\$7.75**

Men's 75c Suspenders at 39c

—A large selection of lisle web suspenders, NEW ones with leather ends—real good ones—on sale at **39c**

Men's 50c and 75c Neckwear at 39c

—Here is an item that should appeal to every holiday shopper—to woman in particular—a magnificent selection of all silk four-in-hands in handsome colorings, beginning Saturday at **39c**

25% Discount on Balance of Stock

\$5 Sweaters \$3.95

—Men's sweaters, closely knitted, in oxford grey, all sizes; the best ever at **\$3.95**

¼ Off On All Others

Men's \$2.50 Underwear at \$1.65
—The famous "Glastenburg" natural wool underwear, shirts and drawers in all sizes; just the kind you want at the price you like—**\$1.65**

20% Discount on Balance of Stock

Men's 15c Half Hose at 10c

—The best 15c socks on the market today, in black only all seamless, excellent weight, all sizes; on sale at **10c**

Cooper's 35c Half Hose at 26c

—Something for "him" for Christmas at SOME saving; silk lisle half hose with double heel and double sole, in black and every imaginable color; on sale at **26c**

20% Discount on Balance of Stock

MEN'S \$1.25 AND \$1.50 CAPS, 95c

—New caps of plaids and mixtures of every description—a large assortment in all sizes, on sale at **95c**

20% Discount on Balance of Stock

MEN'S \$4. AND \$4.50 HATS, \$2.95

—This means all of them—all the latest fall models, in black and all the fashionable colors, on sale at **\$2.95**

25% Discount on Balance of Stock

Men's \$6 Bath Robes at \$3.95

Heavy Eiderdown Bathrobes in beautiful patterns and colorings, just the thing for "him" for Christmas, on sale **\$3.95**

25% Off on All Others

\$1.50 AND \$1.75 SHIRTS AT 95c

—The famous "Arrow" brand shirts—new shirts in clean cut, snappy, patterns, dainty woven stripes in a splendid color assortment; on sale now at **95c**

\$4.50 FLANNEL SHIRTS AT \$3.35

—Nice warm shirts with military collars, either gray or tan, well made and well fitting; on sale now at **\$3.35**

20% Discount on Balance of Stock

WOLF'S SUIT HOUSE

13-15 East Adams Street

Opposite Adams Hotel



20c each 25c 35c 50c